



5th Five Nations Beef Alliance Young Ranchers Program

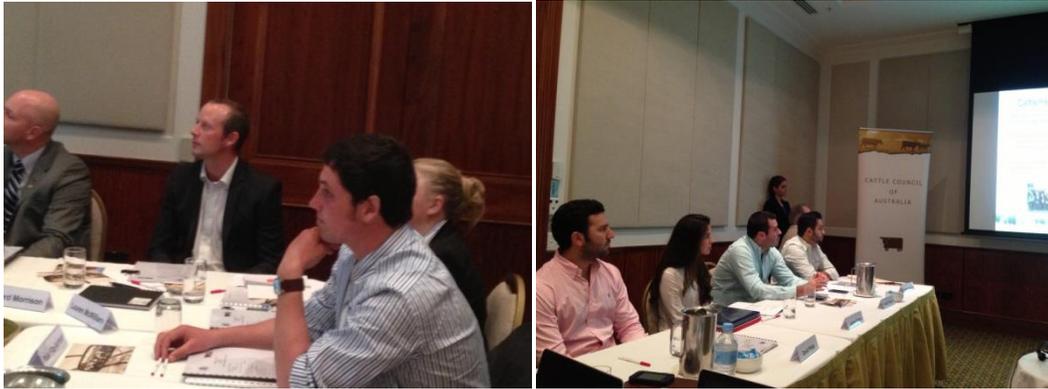
The fifth FNBA Young Ranchers Program took place in Australia in conjunction with the 2013 Five Nations Beef Alliance Conference and Tour on September 8-13, 2013.

Twelve young producers from the five countries participated as part of the Alliance contingent:



1. Stephanie Coombes (Australia)
2. Debra Murphy (Canada)
3. Jake Meyer from (Canada)
4. Freddie Priego Jr (Mexico)
5. David Priego (Mexico)
6. Andrea Priego (Mexico)
7. Salvador Alvarez Jr. (Mexico)
8. Richard Morrison (New Zealand)
9. Peter Fitz-Herbert (New Zealand)
10. Lauren McWilliams (New Zealand)
11. Margaret Ann Smith (United States)
12. Lance Zimmerman (United States)

On the first day, the group had a round table where they shared information about their respective countries regarding the strengths and challenges of the cattle industry. Discussions on sustainable beef production and new ideas for projects of the group were on the table as well.



As part of the FNBA delegation, they visited cattle farms, a packing plant and cattle saleyards in the tour during the following 3 days in Queensland.



The young leaders actively participated in the General Session in Cairns expressing their points of view on global issues concerning the beef industry.

Richard Morrison (NZ) said.... “I would love to represent ‘Young Beef Leaders’ in the FNBA into the future. I am excited of the prospect that the FNBA can become ‘Global Beef Alliance’ and can really carry some weight when it comes to advocacy of FTA’s”.

“.....the networking will give me the opportunity to stay involved at a higher decision making level”, Stephanie Coombes (AUS) commented.

For Debra Murphy (CAN) “...learning from industry leaders on issues relevant to the beef sector primarily, and those relevant to any sector (like communications, marketing, etc) was the highlight of the conference....”

Jake Meyer (CAN) learned...”how important it is to work together on a global level and how important the future leadership of our industry is going to be.

Peter Fitz-Herbert (NZ) wrote: “I physically farm up the end of a gully in a remote part of New Zealand, it would be easy to think the end of my responsibility is at the loading ramp and the farm gate. But because of the Young Ranchers, I am now thinking about producing a product that is a global commodity. A product that carries with it our reputation, our stories and our standards. So I now farm in a world, and I have a far greater responsibility”.

For Margaret Ann (USA)....”it was great to experience the leadership of each of our organizations working towards a common goal and mission”.



FNBA Young Ranchers group 2013